

performing an online interview with the prospective representative; and

submitting results of the online interview with the prospective representative to the owner.

3. A method as defined in claim 1, wherein the act of presenting a visual presentation further comprises an act of evoking wistful regret in the prospective representative through an emotion portion of the visual presentation.

1 4. A method as defined in claim 3, wherein the act of presenting a visual
2 presentation further comprises an act of providing factual data to the prospective
3 representative through a factual portion of the visual presentation, wherein the factual
4 data is provided after the emotion portion.

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6 5. A method as defined in claim 1, wherein the act of determining that the
7 prospective representative has interest further comprises an act of requiring the
8 prospective representative to commit to the online interview.

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10 6. A method as defined in claim 1, wherein the act of determining that the
11 prospective representative has interest further comprises an act of inviting the prospective
12 representative to return at a later date when the prospective representative does not have
13 sufficient interest.

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15 7. A method as defined in claim 1, further comprising an act of the owner
16 conducting a personal interview with the prospective representative based on the results
17 of the online interview.

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19 8. A method as defined in claim 7, wherein the act of conducting a personal
20 interview further comprises an act of the owner expanding on the results of the online
21 interview during the personal interview.

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9. A method as defined in claim 8, wherein the personal interview is
conducted over a telephone.

1 10. In a system including an owner having a home based business, wherein
2 the owner seeks representatives for the home based business, a method for securing leads
3 to prospective representatives for the owner, the method comprising acts of:

4 showing a visual presentation to the prospective representative at a web
5 site of the owner, wherein the visual presentation includes an emotion portion and
6 a factual portion;

7 committing the prospective representative to an online interview at the
8 conclusion of the visual presentation, wherein the commitment evinces sufficient
9 interest of the prospective representative;

10 performing an online interview with the prospective representative if the
11 prospective representative commits to the online interview; and
12 sending results of the online interview to the owner of the web site.

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14 11. A method as defined in claim 10, further comprising an act of directing the
15 prospective representative to the web site of the owner.

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17 12. A method as defined in claim 10, wherein a successful prospective
18 representative receives a replica of a master web site that is essentially identical to the
19 web site of the owner.

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21 13. A method as defined in claim 10, wherein the act of showing a visual
22 presentation further comprises an act of evoking wistful regret in the prospective
23 representative.

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1 14. A method as defined in claim 10, wherein the act of showing a visual
2 presentation further comprises an act of providing hope to the prospective representative
3 through the factual portion of the visual presentation.
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5 15. A method as defined in claim 10, wherein the visual representation is
6 directed to an industry, wherein the industry is one of telecommunications, nutrition, and
7 e-commerce.
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9 16. A method as defined in claim 10, wherein the act of committing the
10 prospective representative to an online interview further comprises an act of requiring the
11 prospective representative to demonstrate sufficient interest.
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13 17. A method as defined in claim 16, wherein sufficient interest is
14 demonstrated by the prospective representative selecting a serious button on the web site
15 and insufficient interest is demonstrated by the prospective representative selecting a
16 curious button on the web site, wherein the serious button and the curious button are
17 provided to the prospective representative after the visual presentation.
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19 18. A method as defined in claim 10, further comprising an act of the owner
20 conducting a personal interview with the prospective representative, wherein the personal
21 interview is based on results of the online interview, wherein a successful prospective
22 representative becomes a representative of the owner.
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1 19. A method as defined in claim 18, wherein the personal interview is
2 conducted over a telephone.

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4 20. A computer program product having computer executable instructions for
5 performing the acts recited in claim 10.

1 21. A system for use by an owner in securing prospects such that the owner
2 spends time with interested prospects, the system comprising:

3 a master web site, the master web site including a master presentation;

4 one or more replica web sites, wherein each replica web site has an owner
5 and wherein each owner subscribes to the master web site, each replica web site
6 comprising:

7 a customized version of the master presentation;

8 a commitment component for determining an interest of the
9 prospects of the owner; and

10 an online interview component for those prospects that
11 demonstrate sufficient interest, wherein results of the online interview are
12 sent to the owner; and

13 a personal interview component for conducting a personal interview with
14 prospects that demonstrate sufficient interest, wherein the personal interview is
15 based on the results of the online interview.

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17 22. A system as defined in claim 21, wherein the master presentation includes
18 customized versions of a visual presentation.

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20 23. A system as defined in claim 22, wherein the customized versions include:

21 a telecommunications version of the visual presentation;

22 a nutrition version of the visual presentation; and

23 an electronic commerce of the visual presentation.
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1 24. A system as defined in claim 22, wherein the master web site further
2 comprises resources for use by owners of the replica web sites.

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4 25. A system as defined in claim 24, wherein the resources include audio files
5 and statistics.

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7 26. A system as defined in claim 22, wherein the customized version of the
8 master presentation comprises an emotion portion for evoking wistful regret in the
9 prospects and a factual portion to provide hope to the prospects.

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11 27. A system as defined in claim 22, wherein the personal interview
12 component occurs over a telephone.

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14 28. A system as defined in claim 22, wherein successful prospects receive a
15 new replica of the master web site, including a visual presentation substantially identical
16 to a visual presentation of the replica web site of the owner.